



Nevada WIC



Vendor Training

What is WIC?

The Women, Infant and Children (WIC) program is a federally funded supplemental nutrition program that teaches good nutrition and provides healthy foods.

WIC offers:

- Nutrition Education
- Breastfeeding Support
- Referrals to Other Services (immunizations, food banks)
- Vouchers for Healthy Foods



WHO QUALIFIES FOR WIC?

Clients must meet all 4 eligibility criteria

1. Household income guidelines
2. Be a pregnant or postpartum (6 months-1 year after delivery) woman, or infant/child under age 5
3. Have a medical or nutritional risk factor
4. Live in an area served by WIC



AUTHORIZED FOODS

Nevada WIC Participants receive their foods on an Electronic Benefit Transfer Cards (EBT)

Each Participant is given a food package tailored to their category and nutritional needs

Participants are only allowed to receive the foods listed in their package

Only foods Authorized by the Nevada WIC Programs are allowed

FOOD PACKAGE CHANGES

The WIC food packages are changing to better meet the nutritional needs of WIC participants.

The new food packages align with the 2005
Dietary Guidelines for

Americans and Infant Feeding Practice Guideline of
the American Academy of Pediatrics



WIC Programs nationwide are making changes to the foods they offer their participants!



WIC wants to encourage their participants to:

- Eat more fruits and vegetables
- Lower saturated fats in their diets
- Consume fewer sweetened beverages and juices
- Breastfeed whenever possible

CHANGES TO THE FOOD PACKAGE

- Quantities of milk, eggs, and juice will be reduced for women and children.
- Reduced fat milks will be the only types of milk allowed for women and children over 24 months



ADDITIONS TO THE FOOD PACKAGE

- ♥ Fresh Fruits and Vegetables
- ♥ Whole grain bread
- ♥ Jarred baby foods (fruits, vegetables and meats)
- ♥ Soy Beverages
- ♥ Tofu
- ♥ Brown Rice
- ♥ Soft Corn and Whole Wheat Tortillas
- ♥ Canned Sardines



MILK



The 2005 Dietary Guidelines for Americans and the My Pyramid Food Guidance System encourage the consumption of low-fat and fat-free milk as part of an overall healthy diet.

Consumption of low-fat and fat-free milk in place of whole and even reduced fat milk can help participants two years and older meet dietary recommendations for lowering saturated fat and maintaining a healthy body weight.

Effective October 1, 2009 low-fat and fat-free milk are the only milk types offered for adults and children 2 years and older.

Allowed:

- **Least Expensive Brand**
Whole (3.5%). Reduced (2%), low fat (1%)
or skim (non-fat)
- **Women & Children over 2 years of age are no longer allowed whole milk.**

The participants EBT card will only allow the appropriate milk to be purchased by the participant.

Not Allowed:

- **Highest Price**
- **No Flavored Milk**
- **No Buttermilk**
- **No “Organic” Milk**



CHEESE -16OZ PACKAGE ONLY

Allowed:

- Processed American
- Cheddar
- Colby
- Longhorn Style
- Mozzarella (Reg or String)
- Jack

Blocked, Sliced or Mixed

Regular, Low Fat, Reduced Fat,
or Fat Free

Package size must be 16 ounces

Not Allowed:

- No import
- No Deli Cut to Order
- No Shredded
- No Organic
- No Cheese Food,
Product, or Spread
- No Flavored Cheese
- No Individually
wrapped slices



EGGS - LEAST EXPENSIVE

Allowed

- Packages of one dozen
- Least Expensive Brand Available
- Large size only Grade AA
- Substitution Allowed of Medium if Large are unavailable
- Hard boiled eggs will remain authorized for participants that have inadequate storage/cooking.



Not Allowed:

- No specialty: organic, Omega 3
- Packages larger or smaller than one dozen

CEREAL-12 OZ OR LARGER

Allowed:

- Only brands and flavors listed on the food brochure
- Package size 12-oz or Larger for Cold Cereals
- Infant Cereal: Is Brand Specific, Gerber Only, as listed

Can't exceed the total ounces issued

Not Allowed:

- Other Cereals not Listed
- Infant cereal with added fruit
- DHA/ARA
- Single serving



JUICES

Allowed:

- Only brands and flavors listed on the food brochure
- 100% Juice Only
- Unsweetened
- Participants are required to purchase the juice containers as it is entered on their EBT cards. Some food packages only allow 11.5 or 12 ounce frozen or “pourable” concentrate.
- Least Expensive brand available Orange Juice and Pineapple (must contain at least 120% of the Daily Value of Vitamin C per 8oz. Serving)

Can't exceed the total ounces issued

Not Allowed:

- No juice “drinks” or cocktails
- No other additives
- No Punch, Nectar, or Ade



PEANUT BUTTER/BEANS

Peanut Butter

Allowed

- 16-18 oz size
- Any Brand
- Creamy or Chunky

Not allowed

- No Added Jelly, Jam, or Honey
- No Reduced Fat or Peanut Spread
- **NO ORGANIC**

Beans, Peas and Lentils

Allowed

- Any Brand
- Any type of dry bean, pea, or lentil

Not allowed

- No Seasonings Added
- No Soup Mixes
- No Bulk
- **NO ORGANIC**



TUNA FISH

Allowed

- Any brand, **5oz** can or larger
- Must be Light Tuna
- Packed in water

Not Allowed

- Albacore
- No Fancy
- Oil packed
- No Low Sodium or “Diet”
- No Solid
- Flavored/Seasoned
- Pouches or filets



CANNED SARDINES

ALLOWED

- ♥ ANY BRAND
- ♥ 3.75 OUNCE CAN OR LARGER
- ♥ PACKED IN WATER, OIL, MUSTARD OR KETCHUP
- ♥ NO ADDED SEASONING

NOT ALLOWED

- ♥ NO ADDED SEASONINGS



BABY FOODS

FRUITS AND VEGETABLES

ALLOWED

- Single fruits or combinations of fruits
- Single vegetables or combination of vegetables
- Stage or Step 2 ONLY
- 3.5 ounce or 4 ounce jars only

NOT ALLOWED

- DHA
- Organic
- Desserts, Yogurts, Medley's, Added Cereal, Soups, Stews, Pastas, Added Sugar, Starches, or Salt



BABY FOODS

MEATS

ALLOWED

Meat or Poultry
(broth or gravy OK)
Stage or Step 1 or 2

2.5 ounce Jar

NOT ALLOWED

Organic

DHA



Dinners, Food Combinations, Added Sugars. Starches,
Salt, Stews or Pastas

FORMULA-EXACTLY WHAT IS LISTED ON PARTICIPANT SHOPPING LIST

- Only the approved formula will scan through EBT
- No Substitutions
- No Rain checks



WHOLE GRAINS

Role of Grains in a Healthful Diet

The 2005 *Dietary Guidelines for Americans* recognizes refined and whole grains as important sources of carbohydrate. Carbohydrates supply energy to the body in the form of glucose, which is the only energy source for red blood cells and the preferred energy source for the brain, central nervous system, and during pregnancy, the placenta and fetus. Grains contain carbohydrate primarily in the form of starches and some fiber.



WHOLE GRAIN BREADS

- ❖ **Oroweat and Sara Lee Brands Only**
- ❖ No Organic
- ❖ No Light Bread
- ❖ Up to 32 ounce packages allowed
- ❖ Whole grain must be the first ingredient listed on the packaging
- ❖ No Buns or Rolls
- ❖ Must be a loaf of bread



WHOLE GRAIN SUBSTITUTIONS

Participants are allowed to substitute brown rice or whole wheat and corn tortillas with their whole grain prescription on an equal weight basis.



WHOLE GRAIN BROWN RICE

Participants are allowed to purchase brown rice in the following back or box sizes only: 14 ounce

16 ounce

24 ounce

32 ounce

- ❑ Instant, Quick or Regular Cook Time
- ❑ Short or Long Grain

NO Organic

NO Bulk

NO Ready to Serve

NO Boil in a Bag



WHOLE GRAIN TORTILLAS

- Whole Wheat and Corn Only
- Up to 32 ounce packages
- A whole grain must be listed as the first ingredient
- Only the following brands are allowed:

Tia Rosa Corn Tortillas

Tia Rosa Whole Wheat Tortillas

Mission Corn Tortillas

Mission Multi Grain Wraps

Mission Multi Grain Flour Soft Taco Tortillas

NO Organic



TOFU AND SOY BEVERAGE

The WIC Program now includes Tofu and Soy Beverage as WIC eligible items.

Tofu

Asumaya or House Premium Brand

Plain, calcium-set tofu, which is: firm or medium, refrigerated, water packed only

Soy Beverage

Pacific Ultra Soy, Plain or Vanilla shelf stable

Quart size (32 oz container)

8th Continent Soymilk, original

Half Gallon (64oz container)



FRUITS AND VEGETABLES

WIC Participants will receive a monthly dollar amount (\$6.00, \$8.00, \$10.00 or \$15.00) based on their food package. This amount will be on their EBT cards and is to be used only for fresh fruits and vegetables. The EBT system will have a code for you to enter fruits and vegetables.



FRUITS AND VEGETABLES

Allowable

Any variety of fresh whole or cut fruit and vegetables, except white potatoes.

Orange yams and sweet potatoes are allowed.

Prepackaged bags of fruits and/or vegetables are allowed as long as they do not have sauces or extras included.

ORGANIC is allowed



FRUITS AND VEGETABLES

Not Allowed:

NO canned, frozen or dried

NO breaded vegetables, no fruits and vegetables from the salad bar, no fruit baskets, no party vegetable trays, and no ornamental or decorative fruits or vegetables such as chili peppers on a string, garlic on a string, gourds or painted pumpkins.



FRUITS AND VEGETABLES CVB

Participants will be allowed to pay the difference between the CVB amount and the actual purchase amount of the fruit and vegetable products with their own funds (such as, cash, credit card, personal check and SNAP benefits).

REMINDERS FOR CASHIERS

WIC purchases are tax exempt.

DO NOT give change, cash, refunds, or rain checks.

Participants are allowed to pay the difference for fruit and vegetable purchases that exceed the allowable cash value amount on their EBT card.

Allow only authorized WIC Foods.

Accept coupons if presented.



REMINDERS FOR CASHIERS (CONT)

If you receive an error after scanning an item that you know is a WIC item, be sure to contact the State office so the UPC code can be added to the database.

Always have the participant swipe their EBT card at the beginning of each transaction.

Any information that you learn about a customer or client during a WIC transaction must be kept confidential.

Never enter the participants PIN number for them.



REMINDERS FOR CASHIERS (CONT)

The state WIC office is mandated to refer discrimination complaints based on race, color, national origin, sex age, or disability to the Office of Civil Rights, United States Department of Agriculture.

Always refer to your Authorized WIC Foods Card.

Participant must purchase Least Expensive brands when specified for certain products.



VENDOR TOOLS

Food Brochure

Cashier Cards

EBT Training Manual

EBT Training Video

Vendor Manual

WIC Approved Labels



State Web Page

<http://health.nv.gov/WIC.htm>

IMPORTANT POINTS TO PONDER

Changes & Substitutions-

WIC participants must buy only those food items listed on the WIC Authorized Foods list. If an item or brand other than what is printed on your “AUTHORIZED WIC FOODS LIST” is presented, refuse the item and ask the customer to go back and get the correct item.

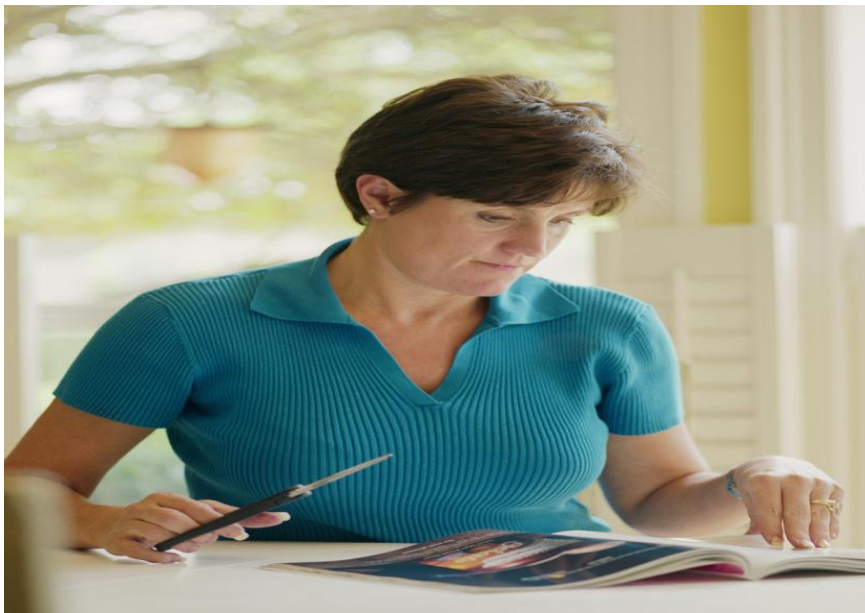
Courtesy

Treat WIC customers the same as other customers. WIC Participants may not be discriminated against because they are on WIC. WIC customers must be able to shop at your store during any of the store’s regular hours. **Remember for each WIC dollar spent, WIC participants will spend an additional 3 to 4 dollars in cash or food stamps in your store.**



COUPONS

If coupons or other promotional specials are provided, these must be given to WIC participants also. We encourage WIC participants to utilize coupons, vendor club cards, sales and every available means to reduce food costs so additional participants may be served on the WIC Program.



RETURNS

WIC foods may not be returned for cash. It is important to remember to write “WIC” across each receipt as the transactions are completed. Then, if a customer attempts to return WIC purchased items, they may be refused.

In either case, if a return is allowed or refused, please report the incident to the local WIC clinic for action.

CUSTOMER SERVICE

Treat WIC shoppers with courtesy & respect

- Contact WIC via phone or complaint card with any concerns

Carson City Office: (775) 684-5942

Las Vegas Office: (702) 486-8101

ITCN: (775) 355-5210

JP Morgan EBT

1-800-266-1033

EBT Technical Support:

775-684-5906

1-877-595-9686

1-800-NEV-WIC

(1-800-863-8942)